

### Abstract

Disclosed is EL phosphor powder which contains phosphor particles that comprise zinc sulfide as the matrix thereof and contain an activator and a co-activator, wherein at least 30 % of the projected area of the phosphor particles contained in the EL phosphor powder are those having an aspect ratio (length of major axis/length of minor axis) of at least 1.5. The EL phosphor powder emits light of higher brightness.